

RISKY
BUSINESS

ISSUE 2
2007

Your Rights

This zine is brought to you by:

Breathe Free.

OREGON LGBTQ COALITION AGAINST TOBACCO

Breathe Free provides education and advocacy around LGBTQ tobacco use. We understand that all LGBTQ people are impacted by tobacco use in our communities and by persistent targeting of LGBTQ people by the tobacco industry. Our goals are:

- ✓ To work in coalition with other groups toward smokefree bars, clubs and other gathering places for LGBTQ folks;
- ✓ To promote safe and smokefree places for LGBTQ people to socialize and connect with each other; and
- ✓ To advocate that LGBTQ events and organizations not accept funding from tobacco companies.

Breathe Free is funded by the Oregon Department of Human Services as part of the Multicultural Council of programs that provide tobacco prevention, education and advocacy within groups who are disproportionately affected by tobacco use and exposure.

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low-income communities because their discounts offset tobacco taxes, which are a proven strategy for preventing and reducing tobacco use.

- More than half (52 percent) of stores had tobacco advertisements within one foot of the cash register.
- Sixty-two percent of stores had advertisements placed on the door.



Children are susceptible to the tobacco industry's marketing tactics

- Twenty kids in Oregon still start smoking every single day; although fewer young people smoke today than five years ago.
- Of the 20 kids who start smoking today, one in three will die prematurely of a tobacco-related disease.
- Most people who smoke begin before age 18.
- The tobacco industry targets young people in order to replace the 18 Oregonians who die every day from using tobacco products.
- The tobacco industry spends about \$162 million marketing its deadly products in Oregon each year.

The Master Settlement Agreement (MSA) at a glance

- The Master Settlement Agreement (MSA) was originally negotiated between the four largest tobacco companies and 46 U.S. States and six U.S. Territories. It was signed in November 1998. The legal actions addressed the potential liability of the tobacco industry for an alleged cover-up of health problems caused by smoking cigarettes.
- The MSA prohibits youth targeting in advertising, marketing and promotions by:
 - Banning cartoon characters in advertising
 - Restricting brand-name sponsorships of events with significant youth audiences
 - Banning outdoor advertising
 - Banning youth access to free samples
 - Setting minimum cigarette package size at 20
- The MSA also requires the tobacco industry to make a commitment to reducing youth access and consumption.

Seeing Through the Smoke: LGBTQ Folks and Tobacco On Screen

You won't be surprised when I say that one of the reasons that LGBTQ folks smoke at *twice the rate* of the general population is because of the tobacco industry marketing specifically to us. Would you?

Check out your next issue of *The Advocate*. Notice the tobacco ads. (Can you believe they have them?!?) Compare these ads to ones for the same company in other magazines. Is there a difference? Do the ones in *The Advocate* seem tailored to a gay or lesbian audience? What about *Details* or *GQ*?



Clockwise from Top Left: Brian (*Queer as Folk*), Evie and Randy (*The Incredibly True Adventure of Two Girls in Love*), John (*Get Real*), Hedwig (*Hedwig & the Angry Inch*), Shane (*The L Word*), Graham (*But I'm a Cheerleader*).

Ehem Okay, so now that I have your attention, think about the *hot* LGBTQ character. You know the (stereo)type... they're the person who's getting some—and not just their nicotine fix. Hmm.

Do the tobacco companies pay to have that there? Or is it just free advertising?

ADVOCATE, WHAT???

**Let *The Advocate* know that
SMOKING's NOT HOT!**



**Advocate for LGBTQ Health!
Tell *The Advocate* to QUIT SMOKING!**

Write a Letter to the Editor of *The Advocate*!

The Advocate's Letter to the Editor policy:

"Please keep letters brief and to the point; we reserve the right to edit all letters as deemed necessary. All submissions become the property of *The Advocate*. Letters must include the **home address and phone number** of the writer and should be sent to:

Letters to the Editor

The Advocate

P.O. Box 4371

Los Angeles, CA 90078

faxed to (323) 852-7264;

emailed to letters@advocate.com;

or input online by logging on to

Advocate.com and clicking on LETTERS on the home page.

We cannot respond to letters individually."

Tips for Writing Your Letter to the Editor:

- ✓ Be Polite! Remember, the goal is to get them to *read* and maybe *print* your letter. Plus, *The Advocate* does provide a service to our communities through their magazine... We want to support them.
- ✓ Make your point. Remember to keep your letter brief!
- ✓ Ask them to make a change.
- ✓ Include your age if you're a youth. Hearing from youth is probably really important to them!

GAY CORPORATE LEADERS



NO SMOKE AND MIRRORS

At the tender age of 22, Jeff Jordan is leading a company that tries to show gay men they can be fabulous and rebellious without cigarettes
By Todd Henneman

At age 14, Jeff Jordan came out. At 17, he started a company focused on getting people to quit smoking, curb drinking, and live healthier. At 21, he is a business whiz—the leader of Rescue Social Change Group, a company with 13 employees and revenues expected to reach \$1.5

million this year.

It all began when a friend invited Jordan, then in high school, to attend an antismoking youth group. "This young man came in and basically took over the meeting," says Maria Azzarelli, tobacco control coordinator for the Clark County Health District, which includes Las

Vegas, thus serving 70% of Nevada. "He was so intelligent, so articulate, and such a leader. I was like, 'Who is this kid?'" That kid, deciding he could do the work of the county's high-priced consultant better and for less, soon formed a company and landed his first contract.

Rescue Social Change

Group now has clients in 12 states, and Jordan is blazing a new path in the decades-old field of social marketing, which applies commercial-marketing methods to social issues. Translation: He's more likely to suggest sponsoring smoke-free hip-hop parties than filling billboards with statistics.

In an era when retailers use shirtless models to sell clothes, many public-health commercials still bet on logic to change behavior. And that seems so old-school to Jordan.

"The people who are most likely to be smoking or doing drugs or drinking or whatever—they really aren't thinking about the future," he says. "They know that they could get sick and they could die. They're doing it because it makes them feel something else; it makes them feel sexy, or it makes them feel rebellious. It's all about image."

Rescue Social Change launched a stop-smoking campaign called "Urban Fuel," which offers pictures of the smoke-free "hottest hetties" of Las Vegas, T-shirts to "turn your hot body into a hot statement," and the "young and sexy" calendar of no-smoking parties. A related effort tells gay men that not smoking makes them "taste better" and have "smoother skin."

It seems to be helping: Youth smoking around Las Vegas fell to 18% in 2005, down from 33% in 2001. Jordan, meanwhile, was chosen the Small Business Administration's 2005 Young Entrepreneur of the Year for Rhode Island and New England.

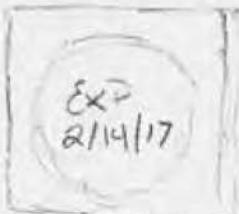
But Jordan's story isn't a story of an entrepreneur born with a silver spoon in his mouth. A self-described illegal immigrant, he was 3 when his family moved from Peru to Florida, where his father drove a construction truck. "Knowing that my dad was a college-educated person in Peru with a great job, who came to the United States and had to give it all up, taught me so much about sacrifice and really putting your priorities in order," says Jordan, who became a U.S. citizen when he was 10.

Coming out in an old-fashioned Latino household was rough too. He first told his mother, who initially hoped his sexual orientation would change. His father found out when he stumbled across a prom picture of Jordan with his date—another man. His parents have since accepted his homosexuality, and now they marvel at his success. "He believes in what he's doing," says his mother, Annarella Jordan. "It's his passion."

Jordan hopes to expand his work, especially among gay men who have other serious addictions. "I have firsthand experience with this: You meet a guy who could be the love of your life, but he's screwed up because he got into drugs, he got into alcohol, he got into smoking, and he's not going to be fixed until he's like 30," he says. "There's enough that we go through already. The best way to change that is to understand who they want to be and show them it is better achieved by not doing these things than by doing them." ■

My 9 step Program!

- 1) Check it
- 2) Tear it
- 3) Pinch it



Bubble?
Y = good



NO Scissors
Please



Is it facing
the right way?

- 4) roll it



Keep it pinched
all the way
down

- 5) Enjoy!
- 6) Hold it



- 7) Move Away

- 8) Remove

- 9) dispose



A guide to Safe
Condom use Keep
it clean BABY! ☺

GREAT
ATTENTION
to
DETAIL
The Difference

When

Mr. Stiffy pays a visit

You know how to accessorize...



J. Demings
"E"

Problem

Gallivan

instead.

Se-5656



Boys do cry

NEED TO TALK?
Call



Oregon Partnership
Free and Confidential
24 Hours

www.oregonyouthline.com
youthline@hotmail.com

Youthline

teen helping teen

family problems depression

drugs and alcohol

relationships etc

+ 1-877-553-TEEN —



CHECK OUT THESE TOTALLY AWESOME WEBSITE

www.glsen.org

<http://www.outproud.org/>

www.basicrights.org



<http://www.transproud.com>

www.nyacyouth.org

www.gsanetwork.org



[http://www.mygreatestenemy.org/](http://www.mygreatestenemy.org)

[http://www.harmreduction.org/](http://www.harmreduction.org)

[http://www.transconference.org/](http://www.transconference.org)

<http://www.tolerance.org/speakup>



[http://www.transgenderlaw.org/](http://www.transgenderlaw.org)

~~RAD~~

<http://web.mit.edu/hudson/www/index.html>

[http://www.whiteprivilege.com/](http://www.whiteprivilege.com)

<http://www.uua.org/YRUU/resources/online/queeryouthlinks>

101 WAYS TO BE HOT WITHOUT SMOKE

HOT

SMOKING...

1. WEARING SEXY GLASSES
2. CUCKOLDING
3. BODY ART
4. DANCING
5. WORKING OUT
6. READING POEMS
7. SINGING
8. COWBOY BOOTS
9. WEARING MAKE-UP
10. KISSING
11. HIGH HEELS
12. USING BIG WORDS
13. SURFING
14. LEATHER & LACES
15. SWIMMING
16. PHOTOGRAPHY
17. DRAG PERFORMANCE
18. BALLET DANCE
19. SIGN LANGUAGE
20. CHILDBEATING SWEAT
21. COOKING
22. LECTURING
23. LOVEMAKING
24. TATTOOS
25. VIBRATORS
26. EATING ICE CREAM
27. FOLLER SKATING
28. COOKING IN SEXY OUTFIT
29. DRINKING
30. AIR BOARDING
31. LAUGHING
32. FLICKED TANK TOPS
33. BOY SCOUTS
34. WIGS
35. STAND UP COMEDY
36. SHYNESS
37. ACTING
38. BICYCLING w/
LAYERED CLOTHES
39. LIFTING WEIGHTS
40. LINGERIE
41. CONFIDENCE
42. HAND CUFFS
43. SHOWERING
44. CAMP FIRES
45. SEDUCTIVE LOOK
46. WHIPPED CREAM
47. BONDAGE
48. NICE FEET
49. BLOWING BUBBLES
50. MAKING LOVE
51. MASSAGING
52. TOE SUCKING
53. NURSE OUTFIT
54. SLOW DANCING
55. PUTTING ON CHAPSTICK
56. CONDOM DEMONSTRATION
57. JUMP ROPE
58. GENDER BENDING
59. STRIP POKER
60. MAKING 'ZINES
61. SKY DIVING
62. FIXING CARS
63. WEARING SPEEDO
64. HOT TUBS
65. BREAST FEEDING
66. BEING NERDY
67. UNDERWEAR PARTY
68. SPEAKING MORE THAN 1 LANGUAGE
69. READING TOGETHER IN BED
70. TALKING DIRTY
71. GETTING A HAIRCUT
72. WEARING G-STRING
73. GOING COMMANDO
74. WEARING BOXER BRIEF
75. HOT WAVING
76. SHAVING OTHERS
77. WRESTLING
78. WEARING TIGHT CLOTHES
79. PERFORMING SLAM POETRY
80. MOTORCYCLING
81. RIDING HORSES
82. GAY RODEO
83. DYING HAIR
84. MANICURE/PEDICURE
85. SCULPTING
86. SHAVEN HEAD
87. LONG HAIR
88. NIBBLING
89. BITING
90. HOLDING HANDS
91. GYMNASTICS
92. BREAKDANCING
93. GOING TO SMURF
94. LICKING LOLLIPOP
95. JUGGLING
96. EATING BANANA
97. TAKING BUBBLE BATH
98. WET T-SHIRT
99. ORAL SEX
100. RUNNING NAKED
101. FLIRTING



Looking for Resources?



Brother to Brother

Serving African American gay
and bisexual men, their friends and family
P.O. Box 3182, Portland OR 97208
(503) 417-7991
www.brotobropdx.org

GLSEN – Gay, Straight, Lesbian Education Network
Education and activism resources
for teachers and students
www.glsenoregon.org

OSSCC – Oregon Safe Schools and Communities Coalition
P.O. Box 230895
Tigard, OR 97281
www.oregonsafeschools.org

PFLAG - Parents, Friends and Family of Lesbians and Gays
Visit www.pflag.org to find a chapter near you!

Washington County Pride Project
Serving LGBTQ youth and allies ages 14-21
(503) 260-5792
Austin@prideproject.org
www.prideproject.org

SMYRC – Sexual Minority Youth Resource Center
Serving LGBTQ youth and allies up to age 23
2100 SE Belmont, Portland OR 97214.
(503) 872-9664
www.smyrc.org

BE IN THE KNOW.

www.followthemoney.org Find out where politicians in various states get their money.

www.opensecrets.org Find out where federal politicians & campaigns get their money!



National LGBT Tobacco Control Network:

www.lgbttobacco.org. "The National Tobacco Control Network is working support the many local tobacco control advocates in helping to eliminate tobacco health disparities for all LGBTs."

www.gaydata.org: "The website was created for individuals and organizations: 1) Who want to find information about lesbians, gays and bisexuals grounded in scientific knowledge, 2) Who want to find datasets analyze that include sexual orientation data, and 3) Who want to learn hc collect sexual orientation data."



**Want to be part of our own "gay data
er, I mean, "LGBTQQIAP data" –
collection? (Doesn't quite have the
same ring, to it, does it?)**

Help us collect our PRIDE surve



Rockin' the PDAs: Collecting survey info at Eugene/Springfield PRID

Problem

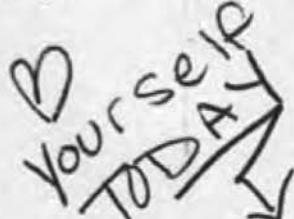
I put the condom
on the wrong way

I tore the condom
when I inserted it

I hate how the
condoms taste

I don't like how
it feels on/in me.

I don't like to stop
to put on a condom


**Love
yourself
TODAY**

Solution

Throw the condom away (no exceptions)
then start over thus increasing "fun" time

Pull out then stop sexual activity &
Just to be safe get tested. (Both of you)

Buy flavored condoms/lube and work
it into the foreplay. Make it sexy

Get over it stupid an STD feels
worse suck it up masturbate or keep
it covered. k. Great!

think of how to make it a part of
your routine make it fun for your partner
* You can also use an insertive condom
up to 8 hours before sex.


Now that you have the
facts use them and get your
groove on. STD FREE! ☺E

Top 9 Mistakes of Condom Use

Problem

I went limp
I want to give up

I want to
be safer.
How?

The condom
slipped off into
my partner

The Condom
doesn't fit.

Solution

Pull out, Masturbate!, try to think
sexy thoughts.

Can I double bag? No, of course
not! Friction can break the condom.
Get tested often. Talk about status.

Relax Sit on the toilet pretend
you need to poop. to ease it out use
a finger but don't push it further,
if all fails see a doctor.

Be sure to always wear the right size
condom and different sizes make sure
it fits and know how to use it.

Letters to the Editor can also be FUN! Just be sure to follow the guidelines set by the publication. They're usually printed on the page where all of the information about the staff is located. Here's an example:

P.S. This one's longer than one to The Advocate because Just Out allows more space.

Printed in Just Out, August 4, 2006.

TO THE EDITOR:

You know that hot bartender at your favorite gay bar or queer night? Wait! Who's that drag star with all the right moves? And, oh, what about that DJ who makes your heart pitter-patter? Then there's the band—mmm, the band. You know who I'm talking about. So many choices, so little—*cough.* Are we creating an environment that's deadly for those hotties we're scoping?

Approximately 35,000 Oregonians are exposed to secondhand smoke where they work. Many of these people work in bars that allow smoking. People who work in bars that allow smoking are four times more likely to contract lung cancer than people who work in smoke-free workplaces.

Surgeon General Richard Carmona declared June 27: "The debate is over. The science is clear. Secondhand smoke is not a mere annoyance but a serious health hazard. He affirmed that scientific evidence is now "indisputable" on the following issues:

- Nonsmoking sections do not work.
- There is no safe level of secondhand smoke.
- Even brief exposure to secondhand smoke can cause harm.

In March 2006, the American Cancer conducted research in bars and restaurants with bars in Oregon. The level of indoor air pollution they measured was 622 percent higher in places that allowed smoking. These rates were more than three times above what the Environmental Protection Agency considers to be "unhealthy" for indoor air.

So, who are your favorite baristas or entertainers? Think of them and let's clear the air!

Smoke-free venues and events are already proving popular in our communities. Check out the likes of: Boxxes, Gay Skate, Booty, Out Dancing and the Escape. Spread the word to your favorite venue or bar asking them to go 100 percent smoke-free.

For more information on how you can help work toward smoke-free Oregon, please contact Breathe Free at 503-784-5813.

Save the hotties!

R.E. Szego

Portland

Need help getting started?

To The Editor

Paragraph 1:

- Briefly, what is your main point that you wan them to know? How do you *feel* about their use of smoking—a serious health hazard—to draw in readers?
- Do you read *The Advocate* regularly? If so, let them know!

Paragraph 2:

- How has smoking or tobacco-related illness impacted you personally, as someone in the LGBTQIAPA communities?
- How does this represent the bigger picture of tobacco use in our communities?

Final Sentence/s: What do you want them to do? For example:

=>Please stop accepting tobacco advertising in *The Advocate*.
=>Please stop glamorizing tobacco use for LGBTQ audiences.

Sincerely,
<your name>
<your address>*

*NOTE: *The Advocate* requires your name and address.

Tobacco is the leading cause of preventable death in the United States.

LGBTQ people smoke at about *twice* the rate of the general population.

Why? Theories and some research say that we have higher rates of smoking and other risk behaviors than straight non-trans folk because of our experiences with homophobia and transphobia, including what we internalize. Also, our communities are heavily targeted by the tobacco industries, who then give lots of money to politicians who don't support our rights! So we receive the double whammy of the health impacts of first and secondhand smoke *and* ongoing discrimination. OUCH!

Now, don't you think that's COLD?



Oregon Tobacco-Free College Initiative

What is the Oregon Tobacco-Free College Initiative?

This statewide initiative is developing tools, resources, and policies to support tobacco-free environments at community colleges throughout Oregon.

Why Implement the Oregon Tobacco-Free College Initiative?

The American Association of Community Colleges Policy Statement on Health and Wellness states: "Community colleges recognize the importance of health in learning, retention, productivity, and well-being of students, faculty, and staff alike... [and] should create an environment that supports health." Community colleges in Oregon have worked independently towards healthier environments by adopting a diverse range of policies to reduce tobacco use and secondhand smoke exposure on campus. Other community colleges, such as Clark College in Vancouver, WA, have successfully implemented 100% tobacco-free policies.

In addition to the benefit of protection from secondhand smoke, tobacco-free policies have also been shown to decrease tobacco use among current users, prevent individuals from initiating tobacco use, and increase tobacco cessation. This translates into increased student success as well as cost savings for the college from reduced maintenance and employee health care costs.

Facts about Tobacco and Secondhand Smoke

- Secondhand smoke contains more than 50 cancer-causing chemicals and many other toxins, including formaldehyde, cyanide, carbon monoxide and arsenic. The U.S. Surgeon General reports that there is no safe level of exposure.
- Secondhand smoke has been linked to lung cancer, lung disease, heart disease, and other cancers in nonsmoking adults, killing over 53,000 adults each year, including 800 Oregonians.
- In Oregon, tobacco causes more than five times as many deaths as motor vehicle accidents, suicide, AIDS and homicide combined.
- Total annual economic costs in Oregon due to tobacco: \$2 billion.
- 75% of smokers say that they want to quit.

What Can the Oregon Tobacco-Free College Initiative Provide for You?

The American Lung Association of Oregon (ALAO) provides technical assistance to community colleges throughout Oregon on all aspects of tobacco-free campus policy. Free signage and promotional materials will be available to colleges upon adoption of 100% tobacco-free policy. Additionally, linkages to tobacco cessation resources will be offered to colleges to assist employees and students who would like to quit.

How Do I Join this Initiative?

All community colleges in Oregon are encouraged to sign up for the Oregon Tobacco-Free College Network to take advantage of the benefits listed above, as well as opportunities for communication and sharing of resources between colleges. Sign up by contacting Andrew Epstein at ADAO, 503-924-4094 ext. 18 or andrew@lungoregon.org.

The Oregon Tobacco-Free College Initiative is coordinated by the American Lung Association of Oregon, in collaboration with the Oregon Public Health Division Tobacco Prevention and Education Program.

What can you do? Next time you watch your favorite LGBTQ-themed movie, look for the smoke scenes. Can you make out a brand? Do you see other evidence of a specific brand in the TV show or movie?

- ♥ Stay conscious of what you see in the media. Don't be a passive viewer. Hey, get a group of friends together to participate.
- ♥ Check out: smokefreemovies.ucsf.edu.
- ♥ Write a letter to your favorite performers (especially those who identify as LGBTQ or portray us) and ask them *not* to smoke on screen.
- ♥ Write a letter to *The Advocate*—or another magazine—asking them *not* to accept tobacco ads.
- ♥ Host a letter writing potluck or party and get your friends to collaborate!
- ♥ Ask your favorite musician, drag star, comedian or other entertainer to demand 100% smokefree venues for their performances.
- ♥ Encourage your friends to be way more creative (and healthy) than smoking when they're trying to grab someone's attention!



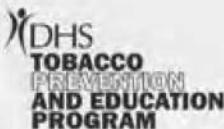
*There's no smoking on Logo's
Noah's Ark. Now that's HOT!*

THINK ABOUT IT...

"If people in Hollywood are getting paid off to promote tobacco in movies, they are corrupt.

If they are giving away hundreds of millions of dollars of advertising and promotion for multinational tobacco companies, they are stupid."

—Stanton Glantz, PhD



African-American
Tobacco Prevention
& Education Network



Survey Finds Considerable Tobacco Advertising Visible to Children and Youth

The African-American Tobacco Prevention Network Youth Coalition visited 100 retailers throughout Portland between January and April 2006 to inventory tobacco advertising both inside and outside the stores. Here are the results:

- Of the 100 stores visited, youth advocates observed more than 1,671 tobacco advertisements. That's an average of almost 17 ads per store.
 - 344 Camel ads
 - 249 Kool ads
 - 241 Newport ads
 - 237 Marlboro ads
 - More than 600 ads for other brands
- The most heavily advertised brands are the same brands most popular among underage smokers.



Local tobacco advertising targets children

- Almost two-thirds of stores had tobacco advertising placed at children's eye level and within one foot of candy and toys. The tobacco companies are clearly continuing to encourage kids to start smoking.
- Eighty-six percent of stores offered special discounts on tobacco products. This is a strategy tobacco companies use to target kids and

Smoking...

is NOT

YOU
MIGHT

as

WELL
BURN

Your
Money!



Domingo
Cholula



Breathe Free.

OREGON LGBTQ COALITION AGAINST TOBACCO